



American National Standards Institute

An Introduction to the United States Standards Strategy

U.S. Department of Defense

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Presented by

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**Representative of the United States Standards Strategy
Committee**

United States
Standards Strategy

Premise

- The standards ecosystem needs an open, robust and efficient standards-setting infrastructure
 - Resources are limited
 - Industry, government and other stakeholders are willing/able to participate in the technical work only one time
 - Globally relevant standards are needed
 - Reduce time to market
 - Enhance efficiency
 - Minimize redundancy
 - Build alliances

Background / History

- The ANSI Board initiated a coordination and development effort in 1998, in response to challenge from Ray Kammer, then Director of the National Institute of Standards and Technology
 - First ever *National Standards Strategy for the United States* was approved by the ANSI Board of Directors in August 2000

NATIONAL
STANDARDS
STRATEGY
FOR THE
UNITED STATES



Background / History (continued)

- *"The proof of a strategy is in its execution."*
 - ANSI was responsible for tracking implementation efforts.
- Strategy called for a periodic review
 - In May 2004, the ANSI Board formed a committee to undertake the review and revision of the existing Strategy
 - ANSI serves as the coordinating body for the review and revision efforts

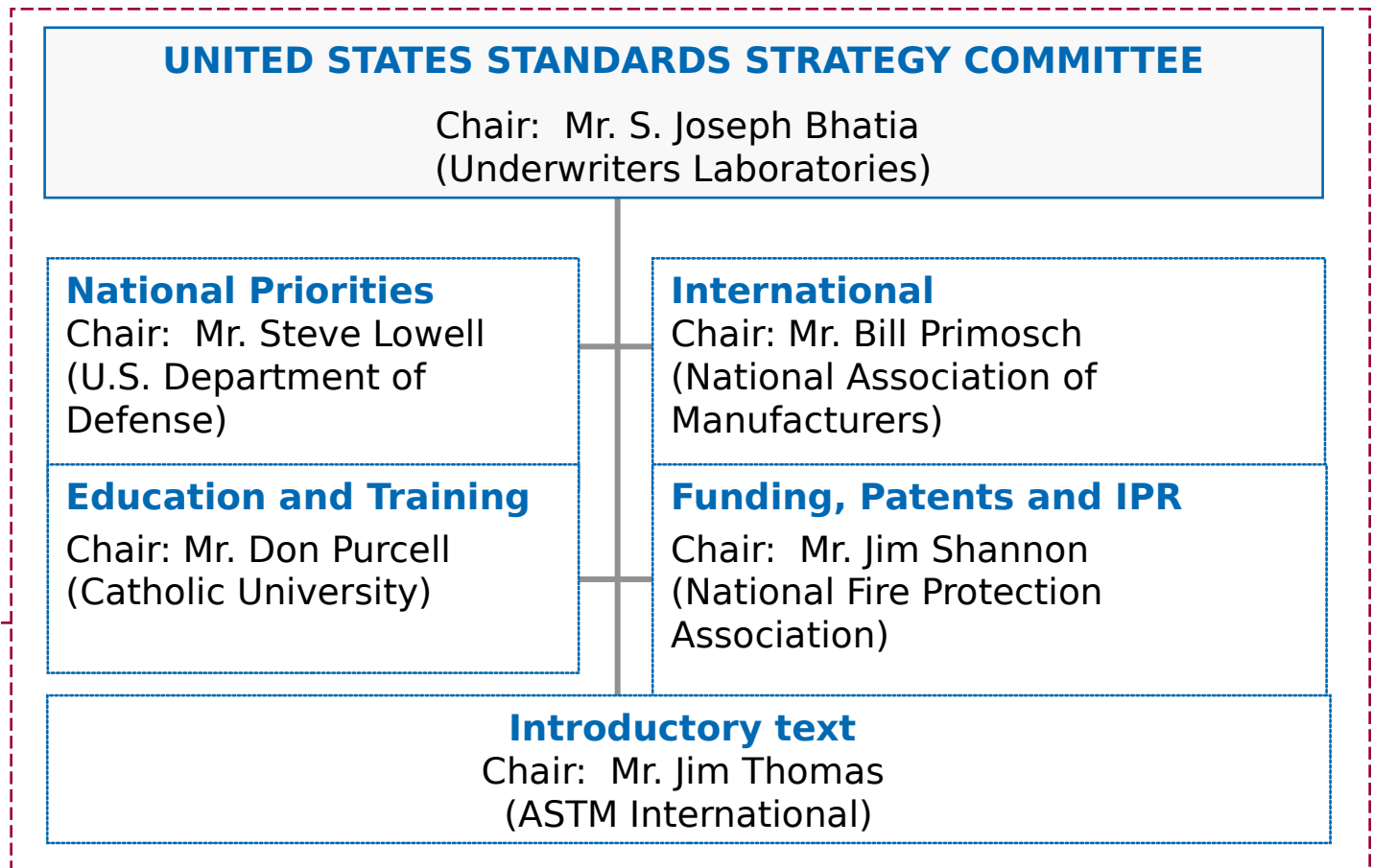
Background / History (continued)

- The Committee has suggested renaming the “NSS” as the “United States Standards Strategy” (USSS)*
 - in recognition of globalization and the need for standards designed to meet stakeholder needs irrespective of national borders.
 - to reflect a standardization environment that incorporates new types of standards development activities, more flexible approaches and new structures.

* Committee also renamed from “NSSC” to “USSSC”

U.S. Standards Strategy Committee

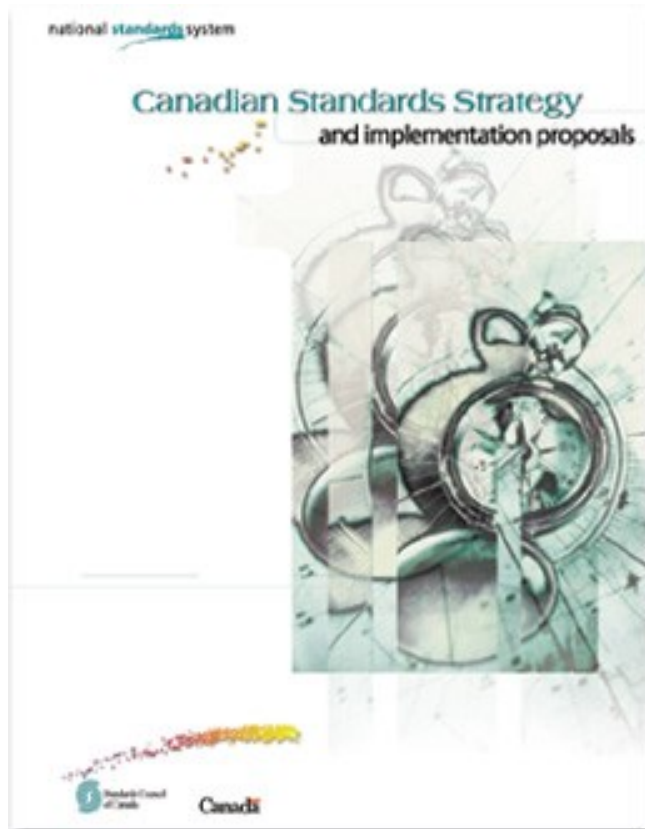
More than 100 persons have been directly involved in either the Committee or its subgroups



Purpose of the U.S. Standards Strategy

- To strengthen the standards system of the United States and all who benefit from it
 - Paints a broad picture of the standardization landscape as it stands today
 - Sets down a statement of purpose, ideals and a vision for the future
- To establish an architecture or framework for achieving goals related to
 - the competitiveness of U.S. industry and vitality of the U.S. economy
 - achieving a balanced global trading system

Purpose of the Strategy (continued)

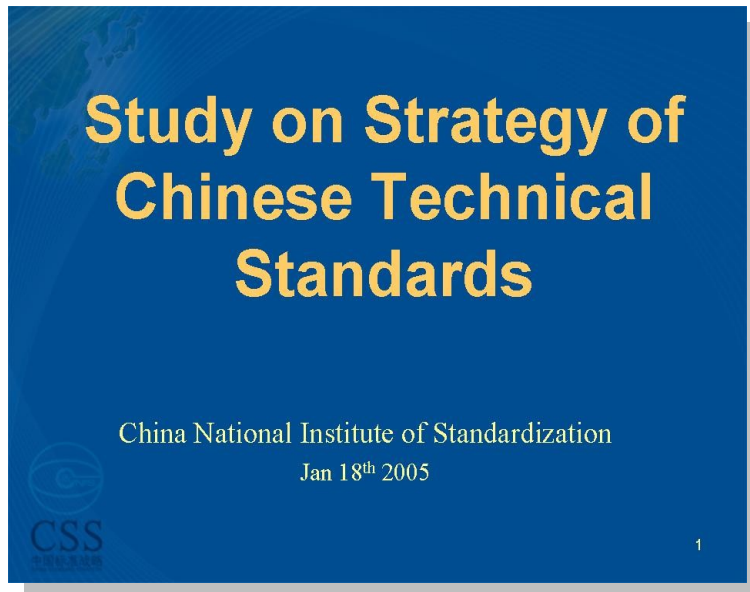


The U.S. Standards Strategy is an effective counter-balance to the standards strategies of other nations

Canadian Standards Strategy

A blueprint for the future structure of standardization activity in Canada. Its purpose is to provide direction and leadership on how to use standardization to best advance the social and economic well-being of Canadians in a global

Purpose of the Strategy (continued)



The U.S. Standards Strategy is an effective counter-balance to the standards strategies of other nations

Chinese Standards Strategy

Included in the goals are efforts to improve, within 15 years, the international competitiveness of China's technical standards and therefore increase the international market share of Chinese products.

Purpose of the Strategy (continued)



The U.S. Standards Strategy is an effective counter-balance to the standards strategies of other nations

German Standards Strategy

Recognizes Germany as the export “world champion,” and the leading exporter of technology.

States that “. . . whoever makes the standards controls the market.”

Highlights from draft revision – **Guiding Principles**

- Standards should meet societal and market needs and should not be developed to act as barriers to trade
- Strategy endorses globally accepted standardization principles
 - Transparency
 - Openness
 - Impartiality
 - Effectiveness and relevance
 - Consensus
 - Performance-based
 - Coherence
 - Due process
 - Technical Assistance
 - Flexible
 - Timely
 - Balanced

Highlights from draft revision – **Strategic Vision**

- Internationally,
 - Universal application of globally accepted principles
 - Government use of voluntary consensus standards
 - A diverse and inclusive system that supports flexibility
 - Sectoral approach to standards that meet global needs
 - Effective use of electronic tools to facilitate production and dissemination of global standards
- Nationally,
 - Cooperation to reduce redundancy and overlap
 - Public and private sector management recognition and support for standardization efforts
 - Responsive system to address national needs, threats and goals

Highlights from draft revision – **Strategic Vision** (continued)

- “Governments rely on voluntary consensus standard as much as possible in regulation and procurement.”
 - National Technology Transfer and Advancement Act (P.L. 104-113) and OMB Circular A119
 - Long-standing DoD tradition of reliance on VCS (including the Mil-Spec Reform initiatives of the 90’s)
- “The system is diverse and inclusive and supports flexible standardization solutions.”
 - Recognizes the contributions of a rich tapestry of standards developers, including consortia and other forums, in the standardization community – particularly in areas such as ICT

Highlights from draft revision – **Strategic Vision** (continued)

- “The U.S. is committed to standardization that meets global needs.”
 - Global standards lead to global products and services
 - Technical Cooperation Agreement between the NATO Standardization Agency (NSA) and ANSI signed yesterday (March 8, 2005)

- “Electronic tools are used effectively for the optimized production of global standards and to facilitate their dissemination throughout a global economy.”
 - *Faster, better, cheaper*

Highlights from draft revision – **Strategic Vision** (continued)

- “A cooperative process involving all stakeholders produces technically superior standards that promote and strengthen U.S. global competitiveness.”
 - A strong national industrial base underpins a nation’s effective military strategy

- “All U.S. interests work together to eliminate redundancy and overlap.”
 - Industry, government and other stakeholders are mindful of the limited human and financial resources and work together to minimize duplication

Highlights from draft revision – **Strategic Vision (continued)**

- “Public and private sector management recognize the value of standardization at national and global levels and provide adequate resources and stable funding.”
 - Focuses on education and awareness at all levels of industry, government and academia
 - Includes pursuit of a congressional resolution in support of the Strategy

- “U.S. standards system responds quickly and responsibly to provide standards that address national and international needs, threats, and goals.”
 - ANSI Homeland Security Standards Panel
 - ANSI Nanotechnology Standards Panel
 - Emerging efforts in biometrics and information technology

Highlights from draft revision – **Twelve Strategic Initiatives**

- Participation of government
- Importance of health, safety and the environment
- Responsiveness to consumer interests
- Globally accepted principles for standards development
- Government use of standards to meet regulatory needs
- Preventing the use of standards as technical barriers to trade
- Outreach to promote consensus-based, market-driven processes
- Efficiency in development and distribution of standards
- Cooperation and coherence within the U.S. system
- Standards education as a high priority
- Stable funding models for the U.S. system
- Response to emerging national priorities and converging/cross-cutting technologies

Highlights from draft revision – **Intended Audiences**

- Each strategic initiative and tactic calls out assignments for specific audiences, including
 - Government (federal, state and local)
 - Industry
 - Public interest organizations and consumers
 - Subject matter experts
 - Consortia
 - Standards developers
 - ANSI

Next Steps

- All interested parties will be requested to determine appropriate implementation actions that address the tactical initiatives
 - ANSI will work with its member forums and governance bodies to develop appropriate implementation strategies
 - The Interagency Committee on Standards Policy will consider what steps can be taken to support the USSS strategies and initiatives relevant to the federal government
 - Various industry sectors (e.g., aerospace, automotive, IT, etc.), are in the process of developing their own strategic standardization plans. The goal is to ensure that those plans support or are in harmony with the USSS vision

Next Steps (continued)

- Progress must be measured
 - A “short list” of significant actions is being determined and will be tracked
 - ANSI will serve as the mechanism to coordinate, integrate and report *all* progress at regular intervals
- The Strategy will need to be revisited and reevaluated

Timeline

- Anticipated schedule *(subject to change based on input received)*

- **Late-February 2005**

Public Review and Comment period begins

- **March 29 - 30, 2005**

Sector caucuses (consortium and manufacturers)

- **April 15, 2005** (9:00 am - noon)

Public Forum in Washington, DC

- **May 2005**

Seek approval of the ANSI Board of Directors


Standardization Partnerships

- Goal is to increase mutual awareness and understanding
 - Engage in an open dialogue
 - Ask/answer questions
 - Discuss how to become actively engaged in the review/revision process and implementation activities
- If the USSS is to happen, there must be a partnership forged between U.S. industry, government, and standards developers
 - ANSI hopes to be the catalyst to facilitate the forging of that alliance
- Working together we can achieve results that would not be possible otherwise



Reference Material

- www.ansi.org/nss
(link to the *National Standards Strategy for the United States* - first edition)
- www.ansi.org/usss
(link to a fact sheet on the current revision process, the draft text - when available - and information about the U.S. Standards Strategy Committee)



Points of Contact

Questions and Additional Information

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